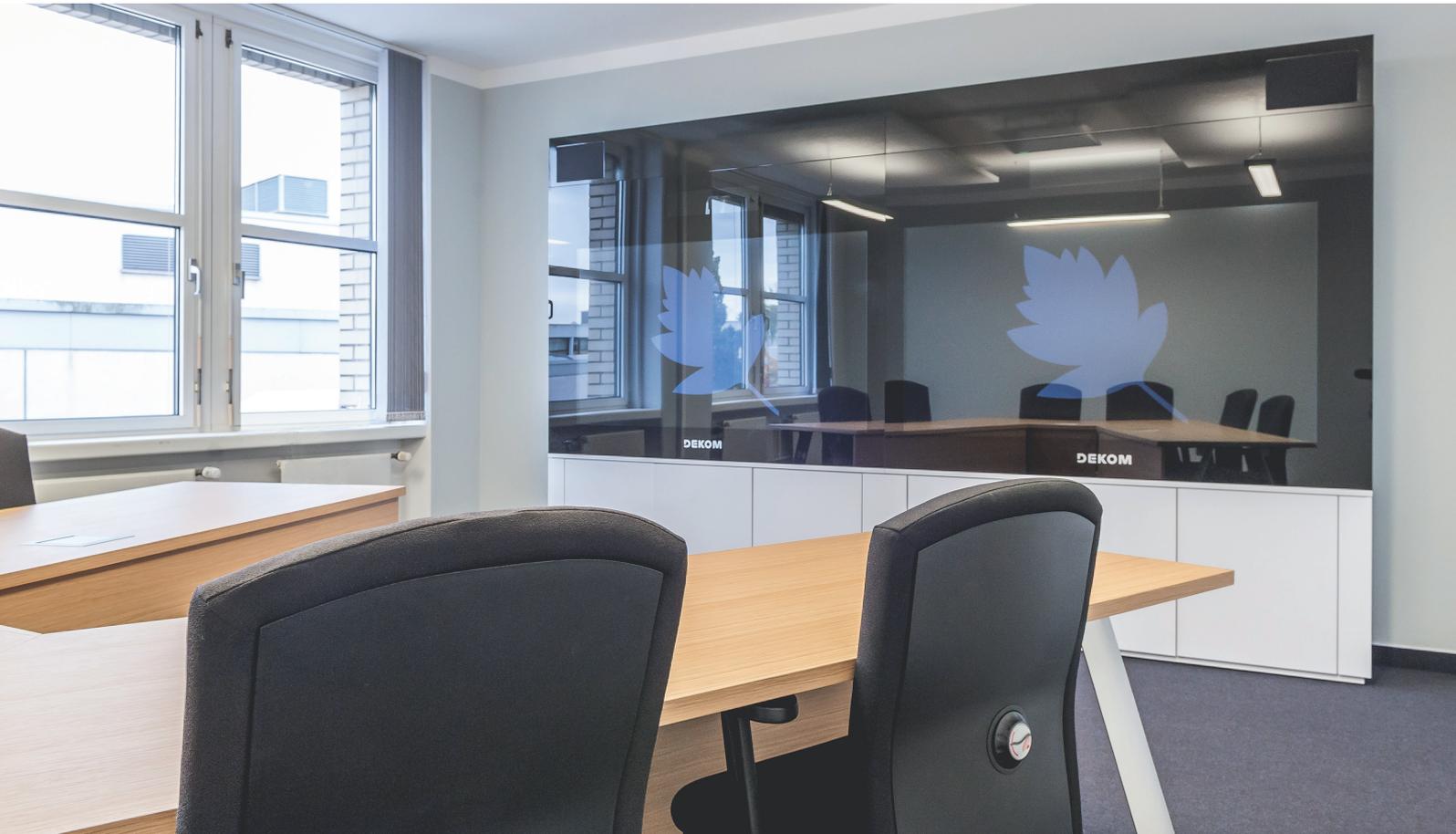


CASE STUDY: LOESCHE GMBH



VISUAL COMMUNICATIONS AT LOESCHE

Loesche, established 1906 in Berlin and since 1958 headquartered in Düsseldorf, is a traditional, owner-managed plant engineering company – and the global market leader in the business of designing, manufacturing and servicing vertical and turnkey grinding mills, forming the core of many plants used to dry-grind coal, cement raw materials, granulated slag, industrial minerals and ores. As an international, export-oriented organization being at home with the culture and language of their customers, Loesche therefore maintains subsidiaries, representation offices, and agencies around the world: at present, besides more than 400 employees in Germany, around 850 people are working for Loesche in the USA, Brazil, Spain, the UK, South Africa, India, China, the UAE, Russia, Indonesia and Nigeria.

For Loesche, sustainable corporate governance not only means viewing and treating the growing globalization as an opportunity, but also taking responsibility for our environment and economical use of energy and resources. Hence, to enable their globally spread employees to both efficiently and eco-friendly collaborate, the company relies on video technology – and entrusted DEKOM to provide them with an appropriate solution.

CASE STUDY: LOESCHE GMBH



»As a globally operating company, we are present in more than 20 countries. With StarLeaf's cloud-based videoconferencing solution, we are able to hold meetings quickly and straightforwardly, saving travel time and improving our employees' work-life balance.«

Ulrich Fiebig, Head of Global IT Management & Software Organization, Loesche GmbH

THE CHALLENGE

The global company's challenge: at Loesche, colleagues, partners, suppliers and customers are dispersed all around the world. To keep their business and projects running, the widespread placement of skills and functions, power and expertise requires the employees regularly to meet face-to-face – and thus valuable time and cost through travel.

With already several isolated systems more or less in use for quite a while, video communications are not basically new to Loesche. However, while only few have been using the existing equipment on a regularly basis, the majority of employees, mostly due to insufficient usability, has had fraught initial experiences, never tried again, or at best continued dabbling with Skype and the like. Aware of the technology's rapid development during recent years and greater than ever potential to dramatically ease and improve their workdays, Loesche was scanning the market for a replacement of their insufficient systems – and with the help of DEKOM, found an all new, highly versatile and intuitive solution.



CASE STUDY: LOESCHE GMBH

THE SOLUTION

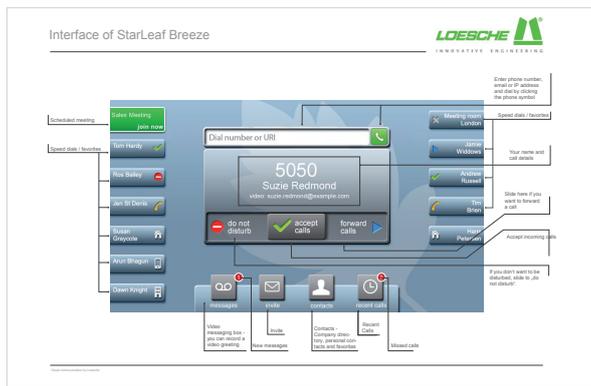
The deployed StarLeaf solution requires neither on-premise infrastructure, nor technical knowledge, but offers high performant, reliable video and audio collaboration as a complete, cloud-based service. Once accessed through the simple software client StarLeaf Breeze, it enables all employees to call anyone, anywhere, irrespective of the used device – whether it is Microsoft Skype for Business/Lync, Cisco, Polycom, Lifesize or any other standards-based endpoint – from each of their personal workplaces, PCs, tablets, or phones. Colleagues, business associates, even family and friends, whether they have a video endpoint or not, can be invited to join meetings in their browser simply via e-mail. Thereby, the StarLeaf user interface requires no training, features step-by-step guidance – and, consistently across all devices, provides its unmatched ease-of-use also for two entirely new designed, dedicated group collaboration rooms.

Based around the design-awarded DEKOM MPS multi-display wall panel with integrated StarLeaf GT Codecs, each of these rooms at the Düsseldorf headquarters now features a fully grown, immersive telepresence environment. Whether exactly coordinated lighting, dedicated table layouts, sound absorbing acoustic panels or speakers precisely set into the ceilings: during extensive restructuring, DEKOM considered every technical option available to repeal the spatial separation between interlocutors. Analogously, to ensure mutually optimum conditions for this really lifelike experience, almost identical room installations have been guided by DEKOM at Loesche's most important foreign sites in Delhi, India, and Shanghai, China.



CASE STUDY: LOESCHE GMBH

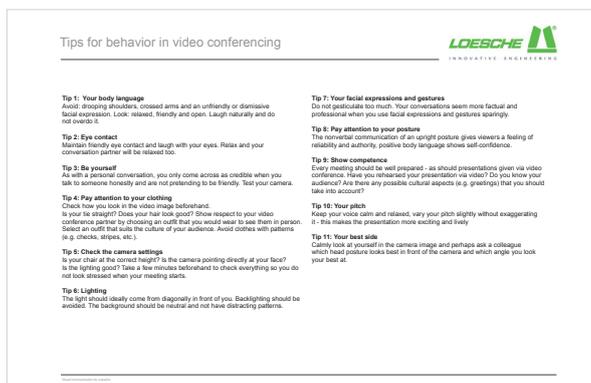
Notwithstanding all its usability, to prevent any potentially occurring difficulties and to ensure that every single employee gets the best possible assistance in getting comfortable with the new video solution, DEKOM created a special website: any relevant information, video tutorials, quickstart guides, datasheets etc. have been collected onto one dedicated support page, making it a snap for all users to find out about installing clients, setting up team meetings, sharing contents or anything else about the new Starleaf solution.



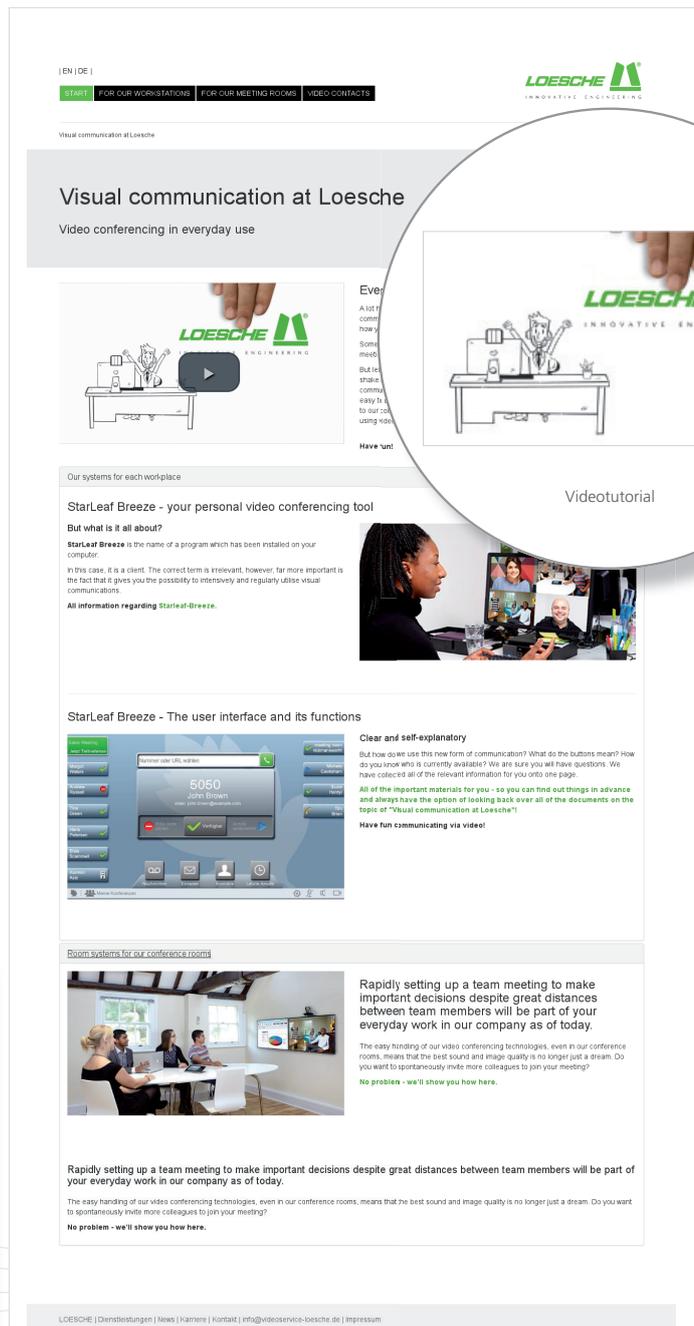
Quickstart Guide StarLeaf Breeze



Quickstart Guide StarLeaf Touch



Tips for behavior in video conferencing



Landingpage

CASE STUDY: LOESCHE GMBH

THE RESULT

With Starleaf, Loesche implemented a modern, efficient, eco-friendly video collaboration tool – and all the capabilities, their former systems were not able to perform: the manifold access options allow all employees, whenever and wherever they need and want, to connect themselves – as easy as using Skype, Facetime, WhatsApp or any other private tools, but via an absolutely secure backbone with lots of professional features and superior image quality.

The new fully featured telepresence environments offer optimum conditions for immersive, lifelike collaboration even across continents, moving people a huge step closer to colleagues, partners and clients in India, China or around the world.

Finally, the fact that its cloud-based architecture moreover dispenses with any on-premise infrastructure components and cost, makes StarLeaf the perfect solution for Loesche – affordable yet powerful, secure yet intuitive, making it easier than ever for the company to benefit the enormous advantages of video collaboration.



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